



**NATIONAL INSTITUTE OF TECHNICAL TEACHERS
TRAINING AND RESEARCH**
(DEEMED TO BE UNIVERSITY UNDER DISTINCT CATEGORY)
CHANDIGARH

Ph.D. Entrance Examination - January 2025

Subject / Branch / Department :	MANAGEMENT / ENTREPRENEURSHIP
Roll No. :	
Candidate Name :	
Date of Examination :	

Maximum Marks: 25 (There is no negative marking)

- Notes:** (a) Only one option to be tick-marked out of the four options given as answer
(b) The Candidate must put his/her signature with date at the bottom of each page
(c) For any rough work, please use ONLY back-sides of pages which are left blank

Q1. In marketing 'STP' model denotes:
(a) Statistics, Techniques and Programming
(b) Styling, Tempering and Probability
(c) Segmentation, Targeting, and Positioning
(d) Styling, Tracking and Promotion
Q2. In finance, 'NPV' is a metric that measures the profitability of an investment or project and used in capital budgeting and investment planning. Here 'NPV' signifies:
(a) Not Profit Value
(b) Net Present Value
(c) Nested Profit Value
(d) Nil Present Value
Q3. In e-commerce parlance, B2B stands for:
(a) Business to Buyer
(b) Buyer to Business
(c) Buyer to Buyer
(d) Business to Business
Q4. Human Resource Management function typically includes: (I) Recruitment and hiring (II) Training and development
(a) I only

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(b)	II only
(c)	Both I and II
(d)	Neither I nor II
Q5.	In management, 'SWOT' is an acronym for
(a)	Strengths, weaknesses, opportunities and threats
(b)	Standard, worthy, operations and techniques
(c)	Strap, wealth, organization and track
(d)	Steps, walls, ocean and trunks
Q6.	Data Mining is also commonly referred as
(a)	Knowledge Discovery in Databases
(b)	Data Warehousing
(c)	Populating Data
(d)	Snowflake schema
Q7.	'CPM' in Project Management domain stands for:
(a)	Control Project Method
(b)	Current Program Method
(c)	Cost Partial Method
(d)	Critical Path Method
Q8.	The strategic relationship between Tata and Starbucks in India can be termed as
(a)	Merger
(b)	Acquisition (of Starbucks by Tata in India)
(c)	Joint Venture
(d)	Horizontal Integration
Q9.	For conducting Industry analysis Porter's _____ framework is majorly used by the strategists.
(a)	Two Forces
(b)	Three Forces
(c)	Four Forces
(d)	Five Forces
Q10.	'ERP' in Information System domain stands for:
(a)	Enterprise Recruitment Planning
(b)	Enterprise Resource Planning
(c)	Entity Rollout Planning
(d)	Enterprise Rollout Project

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Q11. In BCG matrix there are four quadrants which are namely:	
(a)	Dog, Cash Cow, Star and Question Mark
(b)	Cat, Tiger, Deer and Snake
(c)	Star, Galaxy, Universe and Planet
(d)	Full stop, hyphen, underscore and Question mark
Q12. From International Business perspective 'WTO' stands for:	
(a)	Wonder Techniques Order
(b)	World Technology Order
(c)	World Tracking Order
(d)	World Trade Organization
Q13. Beta (β) in finance can be defined as a financial metric that:	
(a)	measures the volatility of a security or portfolio relative to the market.
(b)	measures the elasticity of a leveraged debt.
(c)	measures the angled slope of an unsecured debt.
(d)	measures the elasticity of an indexed fund.
Q14. In terms of national economic health, 'GDP' and 'GNP' commonly referred to _____ and _____ respectively	
(a)	Gross Domestic Product and Gross National Product
(b)	Gross Domestic Product and Gross Notional Purchase
(c)	Gross Domestic Product and Gross Net Purchase
(d)	Gross Domestic Purchase and General National Purchase
Q15. Bombay Stock Exchange which is also referred as 'BSE', its movement is decided by the stock movement of _____ big companies.	
(a)	3
(b)	10.
(c)	30
(d)	100
Q16. Which of the following is NOT a growth strategy as outlined in 'Ansoff Matrix'	
(a)	Market Penetration
(b)	Market development
(c)	Diversification
(d)	Retrenchment

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Q17. The primary objective of Branding is to

- (a) differentiate the product
- (b) have lower cost
- (c) sell the product in different countries
- (d) give attractive name to a product

Q18. The study of gestures and body postures for their impact on communication is known as

- (a) Kinesics
- (b) Proxemics
- (c) Semantics
- (d) Haptics

Q19. A technique for resolving conflict in which the parties agree to have a neutral third party hear the dispute and make a decision is called

- (a) Negotiation
- (b) Arbitration
- (c) Smoothing
- (d) Collective Bargaining

Q20. In case a decrease in price of a commodity results in an increase in its demand on a negatively sloping demand curve, it is called

- (a) An increase in demand
- (b) An increase in quantity demanded
- (c) Law of demand
- (d) Inertia of Demand

Q21. The ability to understand, communicate with, motivate and support other people, both individually and in groups, defines which of the following management skills ?

- (a) Hard Skills
- (b) Soft Skills
- (c) Conceptual Skills
- (d) Political Skills

Q22. As _____, managers receive a wide variety of information and serve as the nerve centres of internal and external information of the organization.

- (a) Leaders
- (b) Monitors

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(c)	Distribution handlers
(d)	Resource allocators
Q23. _____ is considered as a creative capital which performs economic functions different from other investment vehicles, which primarily serve as the expansion capital.	
(a)	Equity Capital
(b)	Fixed Capital
(c)	Venture Capital
(d)	Share Capital
Q24. Macroeconomics basically concerns with which of following in an economy ?.	
(a)	Service, Industry and E-Commerce
(b)	Agriculture, Industry & Trade
(c)	Employment, Inflation & Growth
(d)	Population, Income and Economic Planning
Q25. The price setting method most closely corresponding of the concept of product positioning is	
(a)	Cost-plus pricing
(b)	Psychological pricing
(c)	Going-rate pricing
(d)	Perceived-value pricing

ANSWER KEY
PhD Entrance Test / EDIC Department.

- Q1. (C) Segmentation, Targeting, and Positioning
- Q2. (B) Net Present Value
- Q3. (D) Business to Business
- Q4. (C) Both I and II
- Q5. (A) Strengths, weaknesses, opportunities and threats
- Q6. (A) Knowledge Discovery in Databases
- Q7. (D) Critical Path Method
- Q8. (C) Joint Venture
- Q9. (D) Five Forces
- Q10. (B) Enterprise Resource Planning
- Q11. (A) Dog, Cash Cow, Star and Question Mark
- Q12. (D) World Trade Organization
- Q13. (A) measures the volatility of a security or portfolio relative to the market.
- Q14. (A) Gross Domestic Product and Gross National Product
- Q15. (C) 30
- Q16. (D) Retrenchment
- Q17. (A) differentiate the product
- Q18. (A) Kinesics
- Q19. (B) Arbitration
- Q20. (B) An increase in quantity demanded
- Q21. (B) Soft Skills
- Q22. (B) Monitors
- Q23. (C) Venture Capital
- Q24. (C) Employment, Inflation & Growth
- Q25. (D) Perceived-value pricing